The International Education Strategy: UKTI Education's role

HMG's International Education Strategy (1)

- UK government's Industrial Strategy: a long-term approach to support economic growth
- International education one of 11 sectors covered
- Education exports worth £18bn to UK in 2012
- IES sets out how government will work with all parts of the UK's education sector to take advantage of new opportunities worldwide
- Based on input from the sector

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HMG's International Education Strategy (2)

- Key elements of IES
  - warm welcome for international students
  - supporting transnational education
  - leading the world in education technology
  - building a new relationship with emerging powers
  - building the UK brand and seizing opportunities
- Progress on many fronts since Strategy launch
  - £375m fund for joint research with emerging powers
  - launch of FutureLearn
  - Education UK student recruitment service refreshed

UKTI Education's role

- Help UK education and training organisations win business overseas
- Primary focus on high value opportunities (HVOs)
  - large, complex commercial opportunities
  - benefit from Government-to-Government engagement / partnership approach
  - business opportunities with an aggregate value of £100m+
- Mobilise an effective, co-ordinated UK response
  - cross-sector collaboration
  - development of consortia, where appropriate

Key aims

Promote UK excellence in education & training around the world

Help secure £1bn of new business by 2015

Help secure £3bn of new business by 2020

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Priority markets

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Sectoral themes

ELT

Oil & Gas

Teacher Training

Ed Tech

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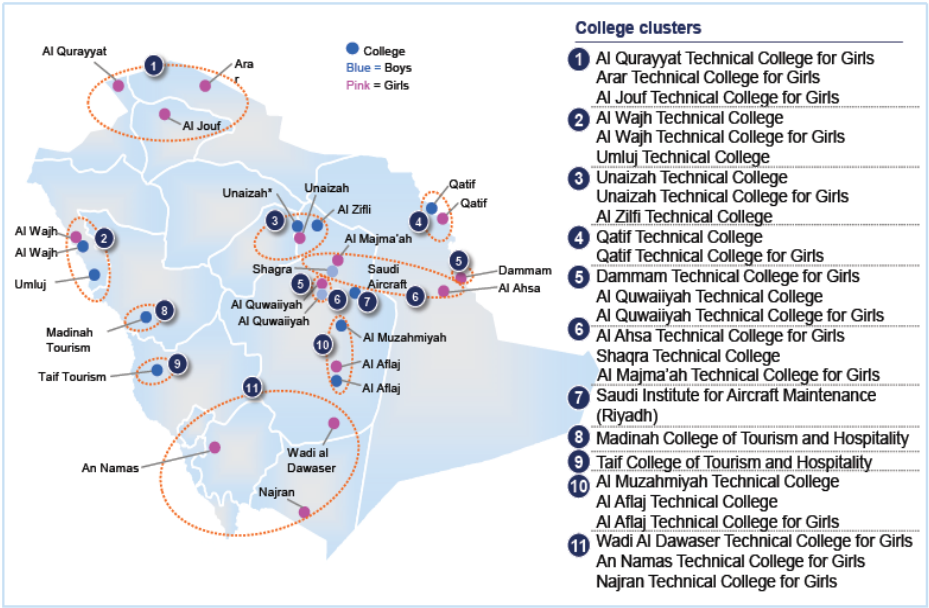
CASE STUDY: Saudi Colleges of Excellence

- Programme to build and operate 100+ TVET colleges
- UK providers won c.£375m of business in Wave 1 and recently secured Wave 2 contracts valued at £850m
- Wave 3 due this summer
- UKTI Education's role
  - raising awareness in UK education sector
  - supporting prospective UK bidders
  - facilitating new consortia where appropriate
  - facilitating UK plc / cross-consortia propositions, e.g. IAG
  - developing broader Saudi government relations for future waves / initiatives



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CASE STUDY: Qatar international schools

- Demand for range of private international schools to serve ex-pat and Qatari population
- Lusail City - new 200,000 people development requires 35 private schools
- RFP for Lusail Phase 1 in progress – seven schools being tendered; Phase 2 to follow later in 2014

- UKTI Education's role
  - raising awareness in UK education sector
  - supporting prospective UK bidders
  - facilitating partnerships / consortia where appropriate
  - developing broader Qatar government relations for future initiatives

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Support for education SMEs

- Engagement in education HVOs
- Support for trade events and missions
- Broader UKTI support for exporters
  - ITAs, Passport to Export, Gateway to Global Growth, TAP, OMIS, etc.
- Cross-Government co-ordination
  - BIS, FCO, DfID, DfE, British Council

In summary

- Significant commitment to supporting UK education sector overseas
  – new strategic approach
- Range of markets to which this approach could be relevant
- Government looking to support the whole sector in a more coordinated manner

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Innovation & Skills

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